The

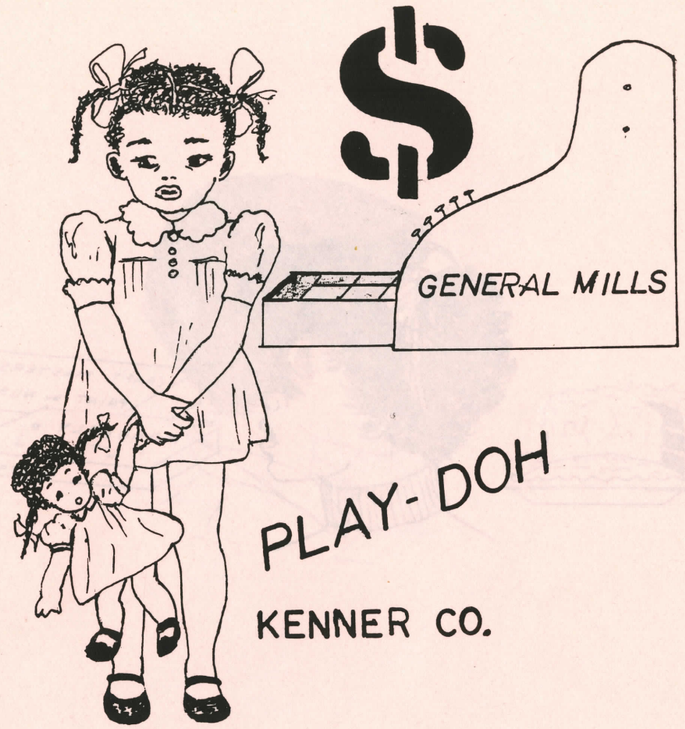
SUZY BAKER STORY

IN BLACK AND WHITE

Once upon a time Suzy Baker had lots of PLAY-DOH toys. Her father bought her a PLAY-DOH Fun Factory. Her mother bought her a PLAY-DOH Kitchen Play set. Her grandmother bought her a PLAY-DOH Decorator set.

None of the stores that sold PLAY-DOH toys asked about Suzy's race or sex. They just took the money and rang up the sales on the cash register.

Most of the money for the PLAY-DOH toys went to Kenner Company, a wholly owned subsidiary of General Mills, Inc.



PLAY-DOH

KENNER CO.

As Suzy grew, so did her collection of toys. Her father bought her an Easy Bake oven. Her mother bought her a Betty Crocker baking kit. Her grandmother bought her a Whizz Fizz soda fountain.

None of the stores that sold these toys asked about Suzy's race or sex. They just took the money and rang up the sales on the cash register.

The money for these toys went to Kenner Company, a wholly owned subsidiary of General Mills, Inc.

As Suzy got older, her interests changed. Now she baked real Betty Crocker cakes, used Craft Master paint-by-number sets, and played Monopoly.

None of the stores that sold these items asked about Suzy's race or sex. They just took the money and rang up the sales on the cash register.

The money for the Monopoly set went to Parker Brothers, a wholly owned subsidiary of General Mills, Inc.

The money for the paint-by-number sets went to Craft Master, a wholly owned subsidiary of General Mills, Inc.

The money for the Betty Crocker cake mixes went directly to General Mills, Inc.

As Suzy continued to grow, so did General Mills. General Mills grew every time Suzy Baker, or her family, or her friends bought General Mills products.

Suzy continued to eat Cheerios, bake Betty Crocker cakes, use Craft Master paint-by-number sets, and play Monoply. She even bought Kenner toys and MPC models for her little brothers and sisters.

The money, of course, went to General Mills, Inc.

In fact, Suzy Baker invested quite a lot of money in General Mills products each year.

One day Suzy Baker wanted to get a job. So she went to General Mills and filled out an application. But even though she was better qualified than the white male applicants, General Mills would not hire her. That's when Suzy Baker discovered that General Mills discriminates against women and minorities!

Suzy started asking questions. Very soon she discovered that even if she managed to get the job, General Mills would not give her her same pay or the same opportunities for promotion that they give white male employees. And if she complained about these discriminatory employment practices, she would probably get fired!

WHAT DO YOU THINK SUZY BAKER OUGHT TO DO ABOUT GENERAL MILLS?

Suzy says, "If we can't work for General Mills, we won't buy from General Mills!"

Gold Medal Kitchen Tested Flour, Gold Medal Wondra Instantized Flour, Red Brand Flour, Drifted Snow Flour, Sperry Cake & Pastry Flour, La Pina Flour, Purasnow Flour, Red Star Flour, White Deer Flour, Rex Flour, Bakery Flour, Export Flour Purity Oats, Softasilk Cake Flour; Bac*o's; Saus*o's Pepr*o's Safflower, Casserole Mixes; Saff-O-Life Safflower Oil; Potatoes; Softasilk; Bisquick; Pie Crust Sticks; Graham Cracker Pie Crust; Pie Crust Mix; Buttermilk Pancake Mix; Muffin Mixes; Bugles, Whistles, Crisp-i-taters, Pizza Spins, French Fried Potato Crisp, Onyums, Cheez-Whillikers, Rye Chips, Layer Cake Mixes; Angel Food Cake Mixes, Chiffon Cake Mixes; Gingerbread Mix; Fudge Brownie Mix; German Choc. Brownie Mix; Date Bar Mix; Walnut Brownie Mix; Coconut Macaroon Mix; Choc. Chip Butterscotch Brownie Mix; Vienna Dream Bar; Glaze Mixes; Ready-to-Spread Frostings; Instant Frosting Mixes; Fluffy Frosting Mixes; Pudding Cake Mixes; Ready-To-Serve Puddings; Serving Sauces; Boston Cream Pie Mix; Betty Crocker Cookbooks; Wheaties; Kix; Cheerios; Trix; Sugar Jets; FrostyO's Total; Cocoa Puffs; Tutti-Fruiti Twinkles; Country Corn Flakes; Lucky Charms; Clackers; Kaboom; Count Chocula; Franken-Berry; Buc-Wheats; Corn Total; Fun Pack; Hotel & Restaurant Service; Sno Flok; O-Cel-O Sponge Products; Institutional Baking Mixes; Vital Gluten; Vitamins, Special Diet Foods; Starches; Guar. Versamid & Versalon Polyamide Resins; Fatty Nitrogen Derivatives and Sterols; Epoxy Resins; Milvex Resins; Amphoteric Surfactants; DDI Brand; Diisocyanate; LIX Reagents.

General Mills subsidiaries:

Goodmark, Inc.; Tom Huston Peanut Co.; Rainbow Crafts, Inc.; Red Lobster Inns of America; Slim Jim Inc.; Kenner Prods. Co. (toys); The Donruss Co.; Parker Bros. (games); Model Products; Pioneer Products; Gold Medal Ins. Co.; General Mills Chemicals The Gorton Corp. (Gorton's Sea Foods); Monocraft Prods. Inc.; Dexter Thread Mills (mail order & retail hobbycraft); David Crystal, Inc. (casual dresses, separates, children's wear); Silna Corp. (Siltex); Eddie Bauer, Inc. (sportswear & equipment).